

GET YOUR PETER WHEAT
PAINT BOOK. ASK YOUR
PETER WHEAT MAN HOW
YOU CAN GET YOURS.

KRUG'S

Peter Wheat News

MONTHLY COMICS AND SPECIALS ★ VOLUME NO. 43

Peter Wheat
Coloring Book

IT'S FUN

IT'S INTERESTING

IT'S STIMULATING

IT'S EXCITING

IT'S COLORFUL

IT'S BEAUTIFUL

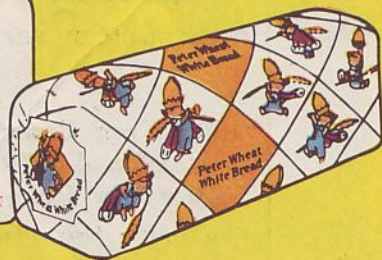
IT'S EDUCATIONAL

LEARN TO COLOR

16 BIG PAGES

YOUR DAILY BREAD
is my bread and butter

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WEB COMIC
UNIVERSE.COM

Use this

THRIFT MENU PLANNER

IN PLANNING MEALS

THE PRODUCT YOU WANT — ON THE DAY YOU WANT IT

Daily Features for the Month

Oct. 1 to Oct. 6	<p>MONDAY - Butterscotch Nut Buns 56c - For ideal eating pop them in the oven before serving.</p> <p>TUESDAY - Lemon Meringue Pie 62c - Tangy lemon filling, tender pie crust and fluffy meringue.</p> <p>WEDNESDAY - Orange Sugar Buns 42c - Orange filling, sugar and streussel topping.</p> <p>THURSDAY - Buttermaid Layer Cake, Iced with Fresh Lemon Buttercream 80c - Rich farm ingredients make this cake a Krug special for the whole family.</p> <p>FRIDAY - Fresh Blueberry Pie 72c - Flaky pie crust and juicy big blueberries.</p> <p>SATURDAY - Toasted Cocoanut Layer Cake 67c - "Miss Snowflake" - temptingly delicious!</p>
Oct. 8 to Oct. 13	<p>MONDAY - Macaroon Cup Cakes 55c - Tasty cocoanut dainties for afternoon tea or bridge.</p> <p>TUESDAY - Red Devil's Food Layer Cake, Chocolate Fudge Icing 73c - You haven't tasted real Devil's Food until you try "Miss Red!"</p> <p>WEDNESDAY - Nut Roll 39c - Cinnamon and chopped walnuts on a new kind of breakfast bun.</p> <p>THURSDAY - Angel Food Cake, Chocolate Icing 53c - Black and white — a real treat for all the family.</p> <p>FRIDAY - Fruit Stollen 80c - Old fashioned, old time recipe - try it toasted.</p> <p>SATURDAY - Apple Crumb Pie 69c - Juicy apples, crunchy-streussel — Dad's favorite!</p>
Oct. 15 to Oct. 20	<p>MONDAY - Cinnamon Coffee Cake 42c - Sugar and Spice!!!</p> <p>TUESDAY - Lemon Cream Sponge Roll 52c - A golden delight with rich lemon cream.</p> <p>WEDNESDAY - Peter Wheat Golden Nugget Cookies 51c - Tender and butter crunchy.</p> <p>THURSDAY - Cocoanut Delight Ring Cake 56c - Plus salad and rolls - Wonderful!</p> <p>FRIDAY - Fruit Coffee Ring 47c - Krug's is famous for this old-time favorite.</p> <p>SATURDAY - Cherry Crumb Pie 69c - These juicy ripe cherries just love a scoop of rich ice cream!!!</p>
Oct. 22 to Oct. 27	<p>MONDAY - Peanut Butter Cookies 59c - Creamy peanut butter and roasted peanuts make this a flavor thrill.</p> <p>TUESDAY - Blueberry Muffins - Kids love these in the lunch box!</p> <p>WEDNESDAY - Snowflake Layer Cake, Creamy Caramel Icing 67c - A rich combination of tender cake and smooth icing. The perfect ending for any meal.</p> <p>THURSDAY - Lemon Coffee Cake 42c - For Brunch or Lunch you'll enjoy this flavorful coffee cake.</p> <p>FRIDAY - Blueberry Melt-Away 52c - Eye-appealing, blueberry filled coffee ring.</p> <p>SATURDAY - Pumpkin Pie 63c - Now try a good Pumpkin Pie!</p>

SPECIAL NOTICE TO ALL OUR BROOKLYN FRIENDS

A new Krug Branch has been opened at 1158 McDONALD AVENUE to give even better service to Krug's Brooklyn customers. The telephone number is ESPLANADE 7-9087.

Other Krug Branch telephone numbers are — Jamaica — REpublic 9-6500 • Huntington — Huntington 4-0779 • Mt. Vernon — MOunt Vernon 8-4600 • Poughkeepsie — Poughkeepsie 5639 • New Jersey — FAirlawn 6-2840.

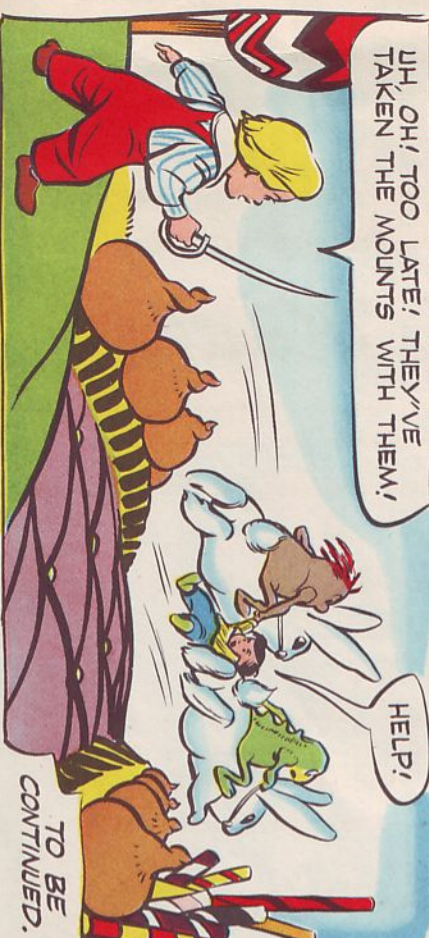
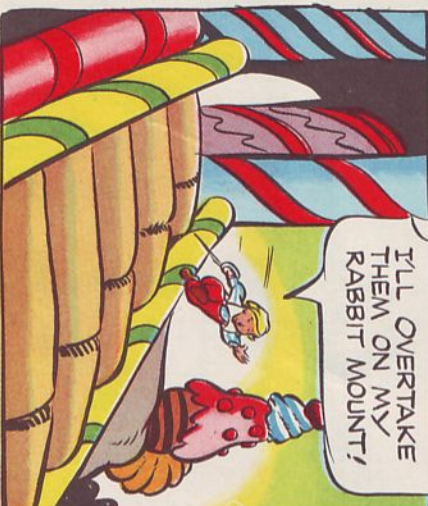
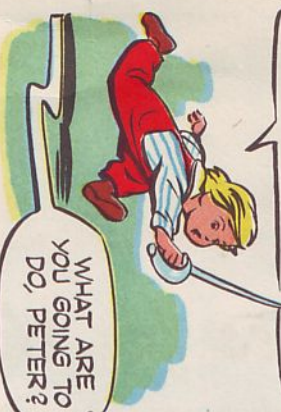
Prices subject to change without notice.



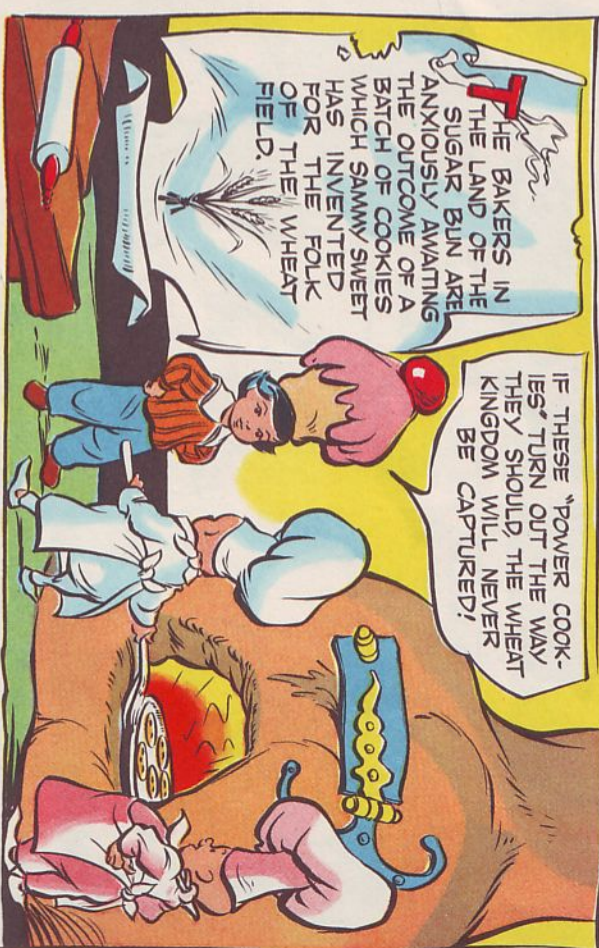
The Adventures of PETER WHEAT



IF THEY FORCE HIM TO TELL THE "POWER COOKIE" RECIPE, THEY'LL BE STRONG ENOUGH TO CAPTURE THE ENTIRE WHEAT KINGDOM!



FOLD ALONG THIS LINE



IF THESE "POWER COOKIES" TURN OUT THE WAY THEY SHOULD, THE WHEAT KINGDOM WILL NEVER BE CAPTURED!

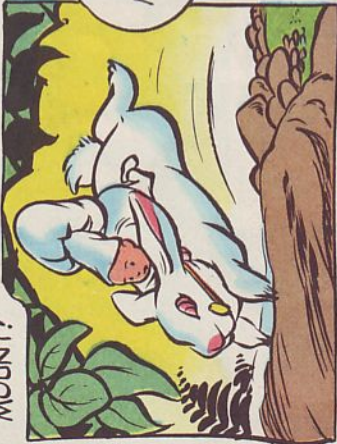


AYE, SAMMY!

TO BE
CONTINUED.

CUT ALONG THIS LINE

SO BOUNCE BOUNCES ALL THE WAY TO THE WHEAT KINGDOM ON HIS COTTONTAIL MOUNT!

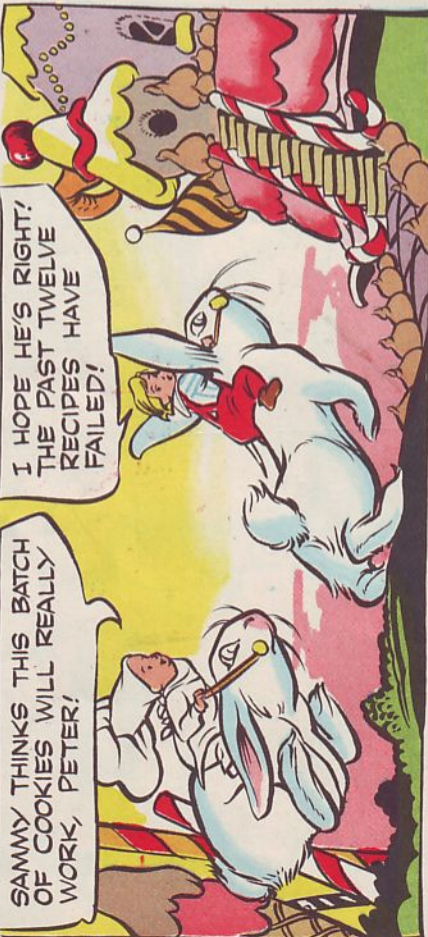


PETER! COME AT ONCE! THE "POWER COOKIES" ARE ALMOST READY!

GOOD! I'LL GET MY MOUNT, BOUNCE!

SAMMY THINKS THIS BATCH OF COOKIES WILL REALLY WORK, PETER!

I HOPE HE'S RIGHT! THE PAST TWELVE RECIPES HAVE FAILED!



THEY'RE READY TO BE SAMPLED, PETER!

GOOD WORK, SAMMY...



BUT FIRST, I'LL MAKE MY USUAL TEST ON THIS HEAVY TABLE!



UGH! NO... I CAN'T BUDGE IT!



NOW I'LL TRY ONE OF YOUR NEW COOKIES, SAMMY!



YUM, YUM! THEY TASTE GOOD EVEN IF THEY DON'T GIVE ME THE STRENGTH OF TEN MEN!

TRY THE TABLE AGAIN, PETER!



HOORAY! HE'S LIFTING IT!

HOORAY!

SAMMY, YOU'VE DONE IT! THE WHEAT FOLK WILL BE FOREVER GRATEFUL!

GLAD I COULD BE OF SERVICE, PETER!



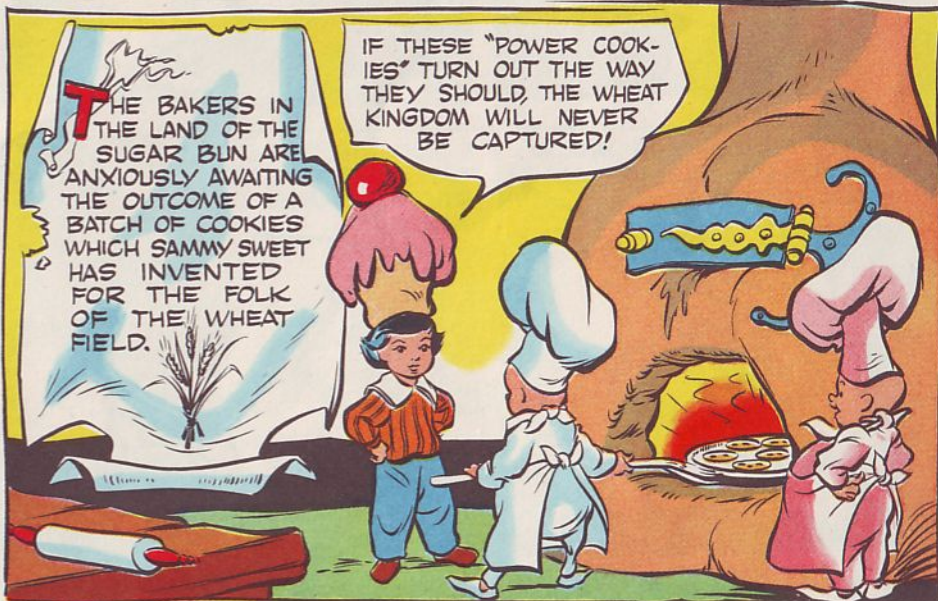
LOOK! THIS STEEL BENDS LIKE RUBBER IN MY HANDS! WE MUSTN'T LET YOUR RECIPE FALL INTO ENEMY HANDS!

IT WON'T! I MEMORIZED IT AND THEN BURNT IT!

SAMMY! LOOK OUT!



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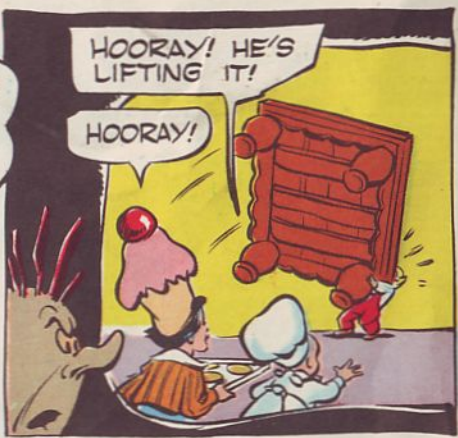


NOW I'LL TRY ONE
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YUM, YUM! THEY TASTE
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DON'T GIVE ME THE
STRENGTH OF TEN
MEN!

TRY THE
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AGAIN,
PETER!



HOORAY! HE'S
LIFTING IT!

HOORAY!



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